



CC: RI  
JD  
KV  
RO  
HV

September 16, 1993

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To: G. B. Brown  
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R. J. O'Rourke

9/20  
Gentle!  
Follow up on  
this to be sure  
it's implemented in  
all stores. Mel  
Completed October  
Margaret.

**RE: Quick Chek Food Stores (0919-00-00)**

Gentlemen:

We have finally received the approval to implement our Preferred Presence Plan AB in Region I of Quick Chek. Listed below are important points:

**Program**

- Components: PCD placed at Register # 2  
Pack Promotional Display (s/s counter)  
MONARCH Pack Display (backbar)  
1/2 "Y" Sign (high visibility location)

**Implementation**

**Step 1-** Chain Division to order 1/2 "Y" signs to each Division Office w/o 9/13.

**Step 2** Divisions ensure that all display components are available for placement or already on location in stores.

**Step 3-** From attached store lists make arrangements to place sign and display components. All store managers will have predetermined an in-store location for signs.

**Step 4** Once implemented, add contract AB to SIS.

**Note:** Any problems encountered during installations should be immediately communicated to this office for handling.

"We work for smokers."

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Attached you will find:

- Store list for display program implementation.
- Quick Chek Display Authorization Letter signed by each District Manager. This should be given to applicable Sales Representatives to use when contacting stores. This form should clear up any confusion over which individual authorized the display program.

Additionally, I am implementing a system to provide weekly feedback regarding non-compliance to applicable District Managers. All District Managers with non-compliance stores will be called on Monday with the objective to immediately correct problems.

As previously stated please provide your people with both the display program store list and authorization forms.

As always, feel free to contact me if you have any questions.

Best Regards,

*Nick*

G. N. Kuruc, Jr.

Gk

M-2

cc: M. A. Young

Attachment

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**Quick Chek Food Stores  
Region I  
Display Program List**

Store #	Location	Dist. Manager	Plan AB	RJR Division
21	Bloomingtondale	Sachtleben	X	1226
28	Little Falls	"	X	1226
46	Garfield	"	X	1226
53	Saddlebrook	"	X	1226
66	Clifton	"	X	1226
80	Harrison	"	X	1226
84	N. Bergen	"	X	1230
87	Bogota	"	X	1226
92	Kearny	"	X	1226
93	Bayonne	"	X	1230
128	Clifton	"	X	1226
11	Garwood	Rose	X	1228
17	Roselle	"	X	1228
41	S. Plainfield*	"	X	1228
78	Fanwood	"	X	1228
115	Westfield	"	X	1228
9	Raritan	Schaninger	X	1228
22	Hamilton	"	X	1232
74	Trenton	"	X	1232
85	Bridgewater	"	X	1232
89	Hamilton	"	X	1232
106	Manville	"	X	1228
136	Brodentown	"	X	1232
137	Trenton	"	X	1232
32	Hackettstown	Monlodes	X	1228
37	Netcong	"	X	1226
42	Mt. Arlington	"	X	1226
56	Hopatcong	"	X	1228
70	Newton	"	X	1226

Notes: Div. 1228: Install PCD only in store # 48, Clinton

Div. 1226: Store # 31, Wanaque will be modeled in 4th qtr. Program will be implemented after that date.

\* Install sign and displays in November in store # 41, after remodeling.